

## SEO DIVISION

### Company Profile

Hi Technology & Services, a leading IT Solutions and Services provider, we are registered with Software Technology Parks of India (STPI), a credible IT regulatory authority since 2001. We offer powerful, process-driven, cost-effective IT solutions that endow customers with a competitive edge. A judicious balance of technology, foresight and legacy systems helps us develop, deliver and support industry specific solutions and enterprise wide applications. Employing the best people, best practices and best methodologies, we deliver tangible value to enterprises and help them respond quickly to business opportunities.

We express our gratitude to our present clients, some of whom have been with us continuously for over nine years, right since we took our first steps in IT. Over the decade we have explored and expanded across business verticals servicing clients at both the domestic and overseas levels.

As part of our expansion plans we are glad to announce the launch of our Search Engine Optimization (SEO) vertical. An excellent team with varied levels of experience in the field is our greatest asset.

Our commitment towards perfection is possible due to the profile of our 50 strong SEO professionals, some of who have experience of more than a decade and have collectively helped thousands of website owners gain top positions on Google and other major search engines such as Yahoo! and MSN.

Hi Technology and Services is also fortunate enough to have Abha Mohunta as CEO who is a great visionary with excellent business ethics coupled with experience and perfect understanding of IT and ITes business verticals. An excellent multi-tasker she has not restricted herself to the IT domain. Abha Mohunta also heads a chemical manufacturing unit and an electrical control panel manufacturing unit, where she oversees marketing, finance and HR management.

### Our Services

#### Search engine Optimization (SEO)

For most of the SEO companies SEO is just giving positions on the first page of Google and other major search engines but at hitsindia.com our job is not only to give you positions but give you positions for relevant keywords which can drive traffic and hence more business opportunities to our client.

#### Conversion Rate Optimization (CRO)

This technique is mastered by handful of companies in the world and in-fact the importance of CRO is understood by very few companies. CRO is fast emerging as the next big thing on the online marketing business. In simple words CRO is a process of studying various factors of your website from the visitor point of view and make necessary changes, wherever required, so that the visitor is able to see very easily what he is looking for. In other words CRO begins where SEO ends. Fortunately, due to our highly competent R&D division we were able to capture this trend earlier and more importantly master the same, now we are able to pass on the benefits to our esteemed clients.

#### Our Services Ensure

- Higher & Broader visibility across engines
- Enhanced Brand / Product / Service visibility
- Increased inflow of visitors both in terms of traffic & uniqueness
- Higher rate of conversion of sales lead

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### Why choose Hi Technology & Services - SEO?

We are one of the leading IT solution providers who have the skill to provide turnkey solution i.e. our team can design, code and promote your website, all under a single roof something can very few company claim. Most companies accept work and outsource to other companies in lack of co-ordination and non - achievement of targeted ranking. We are ranked at 12 out of 3,00,000+ companies in the world by [www.Vworker.com](http://www.Vworker.com) ([www.rentacoder.com](http://www.rentacoder.com)), which is a leading projects bidding website.

### Core Strengths

#### Our Business Ethics

This is a fast diminishing feature owing to cut-throat competition but we are one of the few companies who will hold this aspect of business in high esteem and our business model is customer driven and not market-driven. We do not ask our clients to sign any contracts or agreements and more importantly we give the entire road map of the project including time frame, cost and quality before the client pays us. We do not ask for our clients' websites' FTP/username or password details until they entrust us the work of modifying the website. if they are comfortable executing this on their own, we provide them with a detailed document helping them do the needful.

#### Our Consulting Team

Through sales team is considered the heart of any business, we differ from this opinion and this is where we are different. This is partly because of our core desire to do retention oriented business. Through most of our competitors wouldn't agree but we strongly believe that in the services industry, especially the SEO industry, a run-of-the-mill sales guy is more harmful than useful. As there is no tremendous sales pressure our team can afford to give quality time to understand the client's requirements and propose a perfect solution. Our prospective clients are delighted they know they will not talk to regular sales person when they contact our team rather they will talk to a "SEO Consultant".

#### Our Support Desk

Our support desk is highly technical and seasoned enough to understand that our clients may not be technical and they co-ordinate with them in simple, non-technical English. Our team provides the clients with weekly and monthly reports, which details the number of hours spent on a particular activity in that particular week / month. We have a dedicated project manager for each project, so that our clients have a one-point contact.

#### Competitor Analysis

This is one of the key elements - before we set forth a strategy for a SEO campaign we critically analyze your competitors websites and the strategies employed by them. We then finalize our SEO strategy to give optimum advantage to our clients.

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### Research & Analysis

- ▷ Keyword Analysis
- ▷ Website Analysis
- ▷ Position Monitoring
- ▷ Competitive Analysis
- ▷ Analyzing Existing promotional Activities
- ▷ Website Architecture Assessment
- ▷ Industry Analysis
- ▷ Logo File
- ▷ Visitor's Behaviors Analysis
- ▷ Website Auditing
- ▷ Website Code/Graphics Analysis

### n - Page

- ▷ Original and Attractive Title
- ▷ Attractive Description
- ▷ H1 / H2 Tags
- ▷ Image Alt Tag
- ▷ Content Fixing
- ▷ SEO Copywriting
- ▷ Page Size and Load Time
- ▷ Duplicate Content Fixing
- ▷ IP Location
- ▷ Google Analytic
- ▷ Script Optimization
- ▷ Spider Friendly Navigation
- ▷ Search Engine Reputation Management (SERM)
- ▷ Robot.text
- ▷ Site Map.XML
- ▷ Static Sitemap
- ▷ Breadcrumb
- ▷ X-html /w3c Validation
- ▷ Browser Compatibility
- ▷ Canonical Issue Fixing
- ▷ Broken Link and 404
- ▷ Spider Simulation
- ▷ Google Webmaster Central
- ▷ XML RSS Feed
- ▷ Source Code Optimization
- ▷ Original and Attractive Title

### ff - Page

- ▷ Search Engine Submission
- ▷ Article Submission
- ▷ Social Bookmarking
- ▷ Link Bait
- ▷ Software Submission
- ▷ Forum Posting
- ▷ Threeway Linking
- ▷ Press Release Submission
- ▷ Directory Submission
- ▷ Blog Submission
- ▷ Video Submission
- ▷ E-Book Submission
- ▷ Google Base Submission
- ▷ Content Submission
- ▷ Paid Links
- ▷ Reciprocal Link Building

## SEO DIVISION

### Pricing Plans

#### SEO Starts \$ 200

20 Man Hours

5 Keywords

10 Pages

200 Submission

20 Backlinks

\*\*\*SMO & CRO not includes

#### SEO Basic \$400

40 Man Hours

10 Keywords

20 Pages

400 Submission

20 Backlinks

\*\*\*SMO & CRO not includes

#### SEO Silver Pack \$ 800

80 Man Hours

20 Keywords

40 Pages

800 Submission

80 Backlinks

\*\*\*SMO includes but CRO not includes

#### SEO Gold Pack \$ 1500

160 Man Hours

40 Keywords

80 Pages

1600 Submission

160 Backlinks

\*\*\*SMO & CRO includes

#### SEO Diamond Pack \$ 3200

320 Man Hours

80 Keywords

160 Pages

4000 Submission

400 Backlinks

\*\*\*SMO & CRO includes

#### Customized SEO Packs

Please email us at

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or

+91 8763364728

+91 99370 50168

\***SMO**: Social Media Optimization

\***CRO**: Conversion Ratio Optimization

## Development Center

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